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New Jeep® Wrangler Unlimited Adds More Versatility to the Icon of the Brand

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Go-anywhere, do-anything and now bring everything. The icon of the legendary Jeep® brand just got more versatile with 15 inches added to its overall length. The new 2004 ½ Jeep Wrangler Unlimited delivers 13 inches more cargo area and two inches more second row leg room, while maintaining the unmatched open-air fun and 4x4 capability of the original Jeep Wrangler. The legend grows.

"We hear time and time again that owners don't want us to change a thing on their Jeep vehicles. But there is also a smaller group of Jeep owners who told us they would love a Jeep Wrangler, but needed more space for their lifestyle," said Jeff Bell, Vice President, Chrysler/Jeep Marketing, Chrysler Group. "We set out to create a longer wheelbase Wrangler that could give those customers what they really wanted, while maintaining the true fun and freedom of the original Jeep Wrangler."

It Adds Up To More Versatility, Capability and Comfort

While maintaining its legendary 4x4 Jeep capability, the new Jeep Wrangler Unlimited offers more refined, on-road comfort and quietness because of its longer 103-inch wheelbase, which includes an additional 10 inches compared to the original Wrangler.

The versatility and functionality is increased with the additional 13 inches in space behind the second row, giving the Wrangler Unlimited double the amount of cargo capacity. The additional two inches in the second row provides more leg and knee room for passengers. Access to the second row is also improved with tip and slide front seats added to the driver's side.

In addition to the more refined ride, the longer wheelbase contributes to the Wrangler Unlimited's best-in-segment towing capability of 3500 lbs., which is 1500 lbs. more than the standard Wrangler.

"We set out to create more space for cargo and passengers, but the increase in wheelbase also improves the on-road ride and towing capability of the Wrangler Unlimited," said Jaci Woody, Executive Engineer, Jeep Special Programs Engineering. "The added space broadens the appeal of the Wrangler Unlimited to customers who appreciate space and additional towing capability without compromising the character of the Wrangler."

Legendary Jeep 4x4 Capability

The Jeep Special Program Engineering team that created the Jeep Wrangler Unlimited was careful to protect the legendary 4x4 capability that Jeep Wrangler owners want and expect. How much was the right amount to lengthen the Jeep Wrangler?

Even with the additional wheelbase length and increase in rear overhang, the Wrangler Unlimited was designed to maintain the 20 degree breakover angle minimum guideline for off-road driving. In addition, the Jeep Wrangler Unlimited is also Trail Rated.

"The Jeep Wrangler Unlimited stays true to the legendary capability that has made the Wrangler the icon of the brand," said Woody. "The additional 15 inches provided the right balance to add more second row seating comfort and cargo without compromising the Jeep 4x4 capability."

The 2004 Jeep Wrangler Unlimited features as standard equipment the 4.0-liter PowerTech™ I-6 mated to the 42RLE four-speed automatic transmission. The 4.0-liter engine is rated at 190 horsepower (142 kW) at 4,600 rpm and 235 lb.-ft. (319 Nm) of torque at 3,200 rpm.

Also standard on the Wrangler Unlimited are a Dana 30 front axle, a rear heavy-duty Dana 44 axle, 30-inch tall R15

Goodyear Wrangler GSA tires, 15-inch Ravine aluminum wheels, high-pressure gas-charged shock absorbers with a 3.73 axle ratio, fog lamps and tow hooks.

A New Twist to Open-air Fun

Jeep Wrangler continues as the only open-air sport-utility vehicle with legendary Jeep 4x4 capability.

Staying true to its heritage, the new Wrangler Unlimited adds another option to open-air fun with an innovative new Sunrider™ soft-top, which includes a “sun roof” feature in addition to the full top-down option. This new soft-top gives a second open-air option by folding the soft-top back completely over driver and front passenger to create a 45x23 inch sun roof opening -- larger than any typical glass sun roof. The sun roof can also be operated from the inside of the Wrangler Unlimited, once the vehicle is stopped.

The Sunrider™ soft-top includes larger, deep-tinted side windows, giving second row passengers a better view outside. The Wrangler Unlimited is also available with a new hard top with added strength and larger, deep-tinted rear windows, as well as rear defroster and back glass wiper and washer.

Standard features on the Jeep Wrangler Unlimited are full-steel doors with deep tinted windows, Sunrider™ soft-top, padded Sport Bar, air conditioning, AM/FM stereo radio with CD, easy access tip and slide front seats, fold and tumble rear seat, front and rear floor mats, next generation air bags and power steering.

Optional equipment includes body-side side steps, electrochromic mirror with compass and temperature, engine block heater, hard top, locking fuel cap, Sentry Key, seven speaker package, leather-wrapped steering wheel and speed control.

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